

Census CounterParts

Vol. 7, No. 4 April 1998

Dedicated to improving the quality of communication to all Census employees

Fences Make Good Neighbors

The fence surrounding the Suitland Federal Complex (SFC) has been the subject of controversy lately, so much so that the

Washington Post and a local newspaper ran a few articles on it recently. The issue came to the attention of the newspapers when the Suitland Business Committee contacted Sen. Barbara A. Mikulski, D-Md., to see what could be done about the fence surrounding the SFC because they felt it hurt their business. Suitland merchants complained that the barbed wire fence made the complex look like a prison and hurt economic development efforts.

The fence was erected in 1988 primarily in response to vehicle thefts and other crime on the federal reservation. Before this time, there was about one car stolen per week from the

reservation. Since the fence was erected there has been only one vehicle stolen. Employees, union officials, Census Bureau management, and security personnel seem to feel strongly that a

fence needs to stay.



The GSA has said that no one wants the fence completely removed. The idea would be to still have a fence that would secure the SFC while at the same time making it more aesthetically pleasing to people outside the perimeter. Some opinions discussed with Sen. Mikulski's office have included replacing the fence or portions of it with bricks and wrought iron.

A later development reported in the *Post* in mid-March seems to be closer to resolving the issue. At the direction of Mikulski, the



"I think the plan is feasible," said Evelyn Jordan, president of the American Federation of

Government Employees at the Census Bureau, which has rallied to keep the barbed wire. "Nothing is final, but I think security is going to be even better." •





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Acting Director Jim Holmes Meets Headquarters Staff

At two "town meetings" held in early March, headquarters personnel got a chance to see and hear, up close and personal, the Census Bureau's new acting director, Jim Holmes. Holmes is the former director at the Atlanta regional office.

"After spending 30 years in the regions [Holmes served in half a dozen regional offices] you get a sense of what the agency is all about," said Holmes in his opening remarks. "You develop a sense of appreciation for the work we do and the people you

work with." He praised the work of the regions, saying, "Most of you who work in headquarters have missed a big treat, and that treat is moving around the country. When you do this kind of work at the end of the food chain (data collection, managing people and resources) it makes a profound impact on the people."

His stint as acting director will last for as long as it takes to find a new director, he said. He characterized his new post as a

"once-in-a-lifetime opportunity. The agency has done something big to nurture one of their own."

Holmes went on to say that the transition from former Director Martha Farnsworth Riche to himself, as it came so late in the decade, needed to be as seamless as possible. "The person in charge at this point in time should be aware of what the agency does and provide the guidance and leadership to help the agency focus on the issues necessary not only to carry out our normal activities but especially those issues and challenges associated with Census 2000," he said. When asked for the difference between an acting director and a director, he stated that the only difference he saw was that the permanent director required Senate confirmation but confirmation was not a requirement for him to do a good job.

He praised the talented, hard-working staff at the Census Bureau. "The majority of employees want to do a good job and the management needs to provide the necessary resources for them to do their job," he said.

In his remarks, Holmes responded sharply to suggestions that the Census Bureau might be experiencing an absence of leadership and that morale was poor. First he said, he doesn't think either of those characterizations is true. "Accepting change

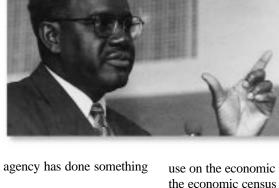
is hard," he said. "It nudges us out of our comfort zone. The only group of people who like change are wet babies." He went on to say that the Census Bureau has some very talented employees and each employee provides a measure of leadership for the agency.

Holmes outlined the challenges before the organization on both the demographic and economic sides. He emphasized that "all of the things that we do are important." He praised the innovations currently in

use on the economic side of the Census Bureau and referred to the economic census and surveys and the demographic surveys as "the backbone that carries us from one decennial census to the next."

Nevertheless, he said, "We can't ignore the 2000-pound gorilla that's called the decennial. Census 2000 presents a lot of challenge, including planning associated with the dual track, dress rehearsal, the new census subcommittee and the Census Monitoring Board, to name a few."

Holmes also acknowledged that he feels confident that given the talent in the Census Bureau, the agency is up to the challenge of moving forward on an even keel. ❖



Lawsuits Challenge Statistical Sampling

In February, the Southeastern Legal Foundation, an Atlantabased public-interest law firm, filed suit in U.S. District Court in Alexandria, Va. asking that the court bar the use of sampling and statistical methods for the purpose of reapportionment in the census

A few days later the Speaker of the House of Representatives filed a second suit in U.S. District Court in Washington, DC.

The House of Representatives will be harmed, the suit alleges, because the public will not have confidence in census figures derived through sampling techniques and because the census counts could be politically manipulated.

(The legal challenge was authorized under the FY 1998 budget compromise reached last November between the majority leadership in Congress and the Administration. The agreement provides for an expedited court review of legal challenges to the use of sampling and statistical methods in the census. A member of Congress or any persons who believe their constitutional districts might change due to sampling can seek an injunction or a declaratory judgement against the use of such methods from a three-judge U.S. District Court panel. A ruling by this court could be appealed directly to the Supreme Court.)

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Demographic Statistical Information Staffs Tackle All Questions — Conventional or Otherwise

by Robert Bernstein (PIO)

"When families with Siamese twins fill out their census forms, are they supposed to count the twins as one person or two?"

An interesting philosophical question and one you've probably never been asked. Not, that is, unless you happened to answer the phone one day in the office of the Population Division's (POP) Statistical Information Staff. Being challenged intellectually on a daily basis is one of the joys of working there or on its sister staff in the Housing and Household Economic Statistics Division (HHES).

The nine-member crew in POP, headed by Linda Showalter, is the senior of the two staffs, having been around for decades. Its six-member HHES counterpart, led by Diana Lewis, originated only a couple of years ago. Currently, only three of the six positions are occupied.

These two offices perform similar tasks: researching answers to customer questions, then either reading them the answers over the phone, sending them data sets, guiding them to the appropriate location on the Internet or giving them advice on how to find information neither POP or HHES produces.

The main difference between the teams is that the one in HHES and handles questions relating to household economics (income, poverty and other economic characteristics), while the one in POP takes care of most other demographic data inquiries.

Both staffs are quite busy: the one in POP answers nearly 2,000 calls and e-mail inquiries a month, while the not-fully-staffed HHES unit currently handles about half that number, but more in the fall when the division's annual reports on income, poverty and health insurance coverage are released.

Staffs Don't Count on the Routine

Working on the two staffs can force you to wear many hats. Over the years, customers have demanded that staffers play roles ranging from referee ("Can you settle an office bet?"), to political analyst ("Why do you think people voted for Bill Clinton?") to coroner ("How many unexplained deaths are there?") to mind reader ("I need a number").

What's the most common general type of question staffers receive? Age- and race-related inquiries lead



Population Division's Information Staff seated (l ro r) Patricia Proctor, Linda Showalter, Nancy White, standing Shirley Witcher, Karen Jones, Gloria Mundo, Linda Morris and Jean Dee. Karen Johns is not pictured.

POP's hit parade while those having to do with income and poverty top the list for the HHES crew. But even these queries are rarely as routine as, say, "How many Asians live in the United States?" or "How much money does the average American make?"

Linda Morris of POP's Stat Info Staff enthusiastically fired off examples: "Do you have statistics on interracial dating? ... Where in the United States are single, female African American physicians most likely to find husbands? ... How many people put down the same response



Diana Lewis, standing, and Ann Jensen handle HHES inquires. Jean Tash is not pictured.

I did to the race question in the last census — the human race?"

Lewis counters with some examples of her own: "My husband and I have a combined income of \$81,000 — does that make us middle or upper middle class?" ... "How much money do Americans spend on alcohol, cigarettes and pornography?"

"We get some questions that seem nonsensical at first, but make more sense once the caller explains why they're asking them," said Morris' colleague, Gloria Mundo. She gave an example involving a man who wanted to know how many Americans eat baked pies. It turns out he was deciding whether to try to market them.

Other questions, though, seem odd even after the conversation is over. Ever wonder what the piece of flesh that hangs down from a turkey's face is called? Or whether women flush toilets more often than men? Or how many Americans are employed as psychics? Callers to POP Stat Info Staff have.

"Some people think we're a housing locator service because our division is responsible for the American Housing Survey," notes Jean Tash of HHES. She cites examples involving a German student who called and asked for help in

-Continued on page 4.

The Census Bureau on the Air

What do Donald Duck's birthday, Hispanic Heritage Month and T-Shirts have in common? They've all been featured on segments of the Census Bureau's daily radio program, "Profile America," heard on hundreds of stations across the country.

"Profile America" is produced in the radio studios of the Public Information Office (PIO). There's a 60-second feature for each

weekday of the month. Stations receive the entire month's programming on a mailed CD.

Looking ahead to each new month, Maury Cagle, broadcast services team leader, meets with writer Mark Mangold. They consult a variety of reference sources, filling each day with observances, anniversaries, holidays, patent filings, birthdays and festivals. Each of these must have some tie to data either produced by the Census Bureau or included in the annual *Statistical Abstract of the United States*. In planning the month's topics, they strive for a balance of the serious with the lighter side and the obvious with the surprising.

The concept behind "Profile America" is to give listeners some interesting statistics about our nation in an entertaining

manner, and at the same time, make them aware of the wide range of data produced by the U.S. Census Bureau. Feedback from stations is that many use it during their morning broadcasts, often as part of a newscast.

Each segment is recorded by both male and female voices – Maury Cagle and Cheryl Chambers (DSMD) – to give stations

maximum programming flexibility. The segments are recorded, edited, mixed with music and mastered on a tape by Rick Reed. Then under the coordination of Pauline Cornellier, the CDs are manufactured by a vendor, and the packages are assembled and mailed by DPD.

There's a counterpart version for Spanish-language stations,

called "Al Dia" ("Keeping Posted"). Many topics are shared between the two programs but often additional Hispanic data are inserted and new topics written for the Hispanic audience. The segments are translated by Ada Costa-Cash and voiced by Tere Glover (DMD).

"Tere Glover has been the voice of our Spanish-language program since its inception in 1992," Cagle noted, "and we couldn't do the program without her dedication as a volunteer. Also, Spanish broadcasters have told me she has a great delivery."

Because of the smaller number of stations involved, "Al Dia" is distributed on weekly audio cassettes. Both Profile America and Al Dia scripts are available via fax-on-demand, while the audio is carried on the Internet.

Now, about the topics mentioned at the top of the article. How are those three topics tied to census data? Donald Duck's long-running relationship with Huey, Dewey, and Louie foretold the future – some 1.6 million single fathers are raising children today. Some 28 million people living in the U.S. are of Hispanic origin. And we make about five T-shirts each year for every man, woman and child in the country – not including underwear.



Tere Glover broadcasting Al Dia

Demographic Statistical Information Staffs Tackle All Questions – Conventional or Otherwise–continued from page 3.

getting an apartment in New York City for the summer and an e-mail message with the subject "I Need a Home." It seems the message was sent by a Newark, N.J. grandmother who was trying to find housing for her daughter and grandchildren.

The offices gladly share some of the more off-the-wall questions with anyone who stops by. A visitor need only take a glance at the bulletin boards outside the respective offices to find a selection of recent ones.

One point people in both offices emphasize is that customers don't take kindly to hearing that their question can't be answered.

"Some become pretty irate if we tell them that," Lewis said. "They think the Census Bureau is supposed to have all the answers."

"They at least want a good lead," said POP's Nancy White.

"Or a referral," adds HHES's Ann Jensen.

Consequently, both staffs go to great lengths to find an answer or at least to get

information that will lead the customer to the answer.

Their willingness to go the extra mile has clearly earned them the reputation as *the* places to turn for answers — no matter how outrageous the question. The ultimate validation of this reputation occurred recently when one of the staffs received a call from a researcher from the quiz show *Jeopardy!*

White summed up the attitude that serves members of these two staffs so well: "I don't know everything yet, but I'm working on it!"

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Your Partner in Problem Solving

By Barbara Hatchl (PIO)

"The two most important things about this program are that it is voluntary and it is confidential." —Catherine McCallum

Employee Assistance Program

Problems at home or on the job can sometimes be overwhelming. But Census Bureau employees have a resource to help them cope.

Catherine McCallum's primary role as head of the Employee Assistance Program is helping individuals with personal problems, particularly when they affect job performance. A sympathetic listener with counseling credentials, she has put her talents to good use. As she nears the end of her first year on the job, she has seen nearly 200 people in her office in the health unit and held about 400 counseling sessions. Problems range from interpersonal conflicts, work and family pressures and legal and financial issues, to alcohol and drug addiction and emotional trauma.

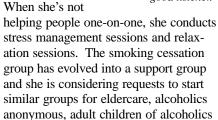
You are apprehensive, but you make the call. What can you expect?

The first thing McCallum does is schedule an assessment session. From there, she decides whether to make a referral to outside services or provide counseling at the Census Bureau. If outside treatment is necessary, she can provide follow-up to help employees cope in the workplace while they are being treated. She can also be in contact

with the service provider if the employee wishes.

The confidentiality of the program, except in cases of safety, is protected by law and McCallum is sensitive to issues

of privacy: "I respect people's need for privacy and will do what is necessary to meet that need. The goal here is to give people the opportunity to get assistance in a timely way and in a very safe way." She also likes working with supervisors to help them be supportive of employees who are trying to help themselves without becoming inappropriately involved in their personal lives.



and people who suffer from mood disorders. Other goals include expanding the list of resources that provide services in the surrounding communities and doing more outreach activities for the field representatives who can contact her

on an 800 number.

Catherine grew up in Baton Rouge, La. one of 10 children. She has a master's from the University of Maryland in occupational social work and brings five years of experience in the field to the Census Bureau. Before coming to the Census Bureau she worked at the Pentagon. She lives in Bethesda with her husband of three years and a French bulldog puppy.

Appointments are available between 8 a.m.

and 3 p.m., Monday through Friday, in the Health Unit (Room 1351-3). Call 301-457-1673 (Health Unit), 301-457-1681 (direct line), 301-457-3375 (TDD) or 1-800-221-6015 (regional office employees).



Catherine McCallum is also a good listener.

 $Laws uits\ Challenge\ Statistical\ Sampling-continued\ from\ page\ 2.$

However, federal courts may decide to rule on any lawsuit in which plaintiffs are considered to lack "standing" to bring the case, i.e., cannot prove actual as opposed to hypothetical injury.

Response from the Department of Commerce

Andrew Pincus, general counsel of the U.S. Commerce Department, of which

the Census Bureau is a part, issued the following statement:

"This Administration is committed to conducting the most accurate census possible, using the best, most up-to-date, scientific methods. Census 2000 will count the millions of children and minorities that were missed in 1990 and it will make the most efficient use of taxpayer dollars.

"It complies fully with both the Constitution and the laws affecting the census. The judicious use of sampling as one element of the decennial census has been upheld by numerous courts and by the Bush, Carter and Clinton justice departments. We look forward to proving the legality of sampling in court."



Market Research Focuses on Customers!

By Joanne Dickinson and Phil Thompson, Marketing Services Office (MSO)

Do you know the customers of the Census Bureau's products? Do you know what products our customers our buying?

The Marketing Services Office recently completed its initial research on who buys Census Bureau products sold through its Customer Services Center (formerly Customer Services Branch of the Administrative and Customer Services Division).

This effort constituted the first part of a comprehensive research program that is expected to provide significant benefits to the Census Bureau.

Here is some information about the program, important facts learned about Census Bureau customers, the products in demand and the corporate marketing initiative that has resulted from MSO's initial research.

First, two definitions you should know:

Customer is defined as any individual or organization that purchased any Census Bureau product, regardless of the number of sites, locations or contacts. **Product Line** is defined as a series of related products (e.g., the compendia product line consists of the *Statistical Abstract*, *USA Counties*, *County and City Data Book* and *State and Metropolitan Area Data Book*).

For the period of October 1990 through September 1997, the Census Bureau collected almost \$18 million in revenue from product sales. Sales peaked in fiscal 1992 with the release of many decennial products. They decreased 67 percent from nearly \$5 million to only \$1.6 million in fiscal 1997.

• The top selling product lines over time have been:

1990 Summary Tape File 3 Foreign Trade Census Tract Street Index TIGER/ Line Files Maps

These five product lines account for almost 70 percent of total revenue.

• The Census Bureau's top five customer segments over time have been:

Financial institutions Research and testing services Colleges and universities State and local governments Federal government

These customer segments account for 43 percent of total product revenues.

 International customers account for almost 3 percent of revenues from product sales, with customers in Canada, Mexico and Japan making up more than half of it.

How can the Census Bureau use this information?

The MSO has identified four corporate target markets (listed below).

These customer groups were identified for their potential to generate new revenue. Since the Census Bureau is reaching only 1.2 percent of financial institutions, .6 percent of research and testing services' companies and 12 percent of colleges and universities, the MSO plans to target advertising to these customers. The international marketplace has potential to generate revenues because the Census Bureau has never marketed directly to these customers before. Informed customers will buy Census Bureau products.

Although MSO will heavily promote Census Bureau products to these customer segments, it will continue to sell products to all Census Bureau customers.

Now that the Census Bureau has identified its target markets, MSO will conduct further research to feed into its product marketing and promotion plans for Census Bureau products. You can find out about these in future "Census CounterParts" articles.

For further information visit MSOs research page on the Intranet at http://cww.census.gov/mso/www/research. html> or telephone Joanne Dickinson or Phil Thompson on 301-457-4081.

Corporate Target Markets for FY1998

(ranked by number of customers)

	Fiscal year 1997				Fiscal years 1991-99	
Customer segment	Number of customers	Market penetration percent	Percent of revenues	Ranking by revenues	Percent of revenues	Ranking by revenues
Financial institutions	780	1.24	6.97	3	14.84	1
College and universities	325	11.85	8.54	1	7.98	3
Research and testing service	ces 227	0.64	7.32	2	8.27	2
International customers	173	N/A	6.60	4	3.85	9

International customers can include financial institutions, colleges and universities and research and testing services.

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Toastmasters: Celebrating 35 Years at the Census Bureau

By Dorothy Stroz (GEO)

The Suitland Federal Toastmasters Club, an affiliate of Toastmasters International, is celebrating its thirty-fifth anniversary this year. The Census Bureau-based organization helps its

members develop the skills of speaking, listening and thinking – fairly essential for doing any job effectively.

The communication principles that members learn form the basis of all interpersonal communications for any audience size – from two to 2,000. Members can use these skills in any communication setting, whether it is delivering a formal, prepared speech or extemporaneously speaking in a business meeting, interview or seminar.

The club members (pictured above) participate in Toastmasters for a variety of reasons. One is to develop strong oral communica-

tion skills when speaking "off-the-cuff." Each Toastmasters meeting contains a segment called "table topics." In table topics, a wide variety of topics are discussed and members are called on at random to stand-up and share their thoughts on a topic, whatever it is. This exercise develops the skill required when speaking in meetings, whether one-on-one with a supervisor or in team meetings.

In addition, club members pick up valuable experience by presenting formal speeches before other club members. This

helps those who give presentations at conferences. Some have given their conference presentations at a Toastmasters meeting and gotten back comments on ways to improve the presentation

before delivering it at the conference. Members have learned that one of the easiest way to become comfortable speaking to an audience is to practice. Each speech has its own purpose and after the member delivers one, the group critiques the talk and its delivery.

Finally, what's best about Toastmasters is the membership. Members come from all over the Census Bureau, Economic Statistical Methods and Programming, Foreign Trade, Geography, Human Resources, Population and the Technologies Management Office.

If you would like to learn more about Toastmasters, come to a meeting where you will be treated as an honored guest. The Suitland Federal Toastmasters Club will help you develop your public speaking skills and your self-confidence. Meetings are every Tuesday (except after a Monday holiday) in Room G-316, from 11:50 a.m. to 12:50 p.m. Bring your lunch.

For further information, e-mail or call Brigitte Kovacs on 301-457-2311 or Dorothy Stroz on 301-457-1099.



Front (l to r) Rebecca Michalco (TMO), Brigitte Kovacs (FTD), Valerie Murdock (GEO), back, Karen Mills (POP), Dorothy Stroz (GEO), Aref Dajani (ESMPD), Bill Dollar (BUD), Doug Scheffler (SRD) Jim Thoune (Office of Naval Intelligence) and Gazelle (honorary member).



Joni Krohn (now in J'ville) Census softball, summer 1995

Spring Must Be Here – Time to Think About 1998 Census Bureau Softball!

Batter up!

The 1998 Census Bureau baseball season begins April 20 and runs through the end of August. The games are played on Census Bureau fields just beyond Building 2 in front of the new Navy complex. About half the league's teams are co-ed so both men and women are encouraged to participate. Different divisions are based loosely on skill level, so all skill levels are welcome. Games

start at 5:30 and 6 p.m. and are played Monday through Thursday, each team playing once a week.

Players wishing to join an existing team (sorry, new team applications ended in March) can contact Tom Petkunas via cc:Mail (preferred), or at 457-1601 anytime throughout the year. A few existing teams have already expressed a need for additional players.

A Census Workout

By Mark Mangold (PIO)

The results are in – results from the Census Bureau's new CWET shop, that is. Opened shortly after Christmas, those Census Bureau workers who joined then and started to work out faithfully, at least three days a week, are reporting slimmer and firmer physiques. The same goes for me – I'm down there five days a week – and have turned into an exercise addict. Since I tend to the see the same faces during my designated time-slot, apparently they, too, are CWET shop addicts.

I've never been a member of a fitness center, but from what I've seen advertised on TV and heard from others with health-club memberships, the Census Bureau's CWET shop holds its own. At least I'm impressed: at "the shop" you can "muscle-up" either by lifting free

weights or by using state-of-the-art exercise machines. The exercise machines, I've been told by the friendly trainers, help you control your movements better.

To add a cardiovascular element to the muscle building, there are a variety of stairmasters and bicycling and rowing machines to accelerate your heartbeat. Or you can join one of the aerobics classes and unclog the old arteries that way. I have yet to try all the machines at the CWET shop or to go to one of the aerobics classes, but with the help of the CWET shop staff I have developed a thorough program on the machines I prefer.

This consists of exercising the upper body one day, the lower body the next, and then repeating the process. Before and after working on the machines, I spend 10 minutes on a stairmaster. For the first 10 minutes, I exercise the front of the legs, the quadriceps and, for the last 10 minutes, I exercise the back of the legs, the hamstrings.

After several weeks of using ye olde CWET shop, I'm gradually lifting heavier weights and selecting tougher levels on the stairmasters. And as mentioned before, I'm very pleased with the slender, toned, rock-solid person I've become.

I have friends who are still thinking about joining the CWET shop and are watching to see how other people do first. I can only say, banish the doubts, friends, and join today.

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Please send your comments and suggestions; or a story that you would like to appear in *CounterParts* via phone or electronic mail to—

Molly Abramowitz Editor, Room 2705, Building 3 Washington, DC 20233

Phone: 301-457-**3042** TDD: 301-457-4067 Fax: 301-457-3670

Assistance by Patricia Dunton, photos by Lloyd Wolf, design by Jan Sweeney



U.S. Department of Commerce Economics and Statistics Administration BUREAU OF THE CENSUS The Equal Employment Opportunity Office begins planning for "1998 Bring Our Youth To Work Day," which this year will be held on April 23. This observance is a spin-off of the nationally recognized program, "Take Your Daughters to Work Day." The committee formed for the observance encourages divisions to sponsor interactive sessions for our young visitors on April 23. EEO's Carol Shaw (Chief) and Wendy Crawford discuss upcoming plans.

Jean Louis Bodin, left, chief of the liaison office of the European Parliament (Eurostat), chats with Eugene Vandrovec of PIO's International Visitor's Program. Bodin, one of 751 international visitors to be shepherded around the Census Bureau in 1997, was interested in how the Census Bureau prepared for Census 2000.





Editors note: I will be leaving the Census Bureau at the end of April to pursue other writing interests. I would like to thank all those who helped make CounterParts a publication that gives employees the news they want those in PIO, ACSD, and throughout the Census Bureau. My appreciation goes to those of you who responded when I hounded you for articles, others who proposed ideas for articles and those who gave helpful suggestions.